



**ADVANCE**

- There is **NO** such thing as a safe cigarette.
- Star's processing methods greatly reduce **SOME** cancer causing chemicals (nitrosamines), and a special filter reduces **SOME** toxic gases in cigarette smoke. Nicotine levels are **NOT** changed.
- There is **NOT** enough available information to know if Star's methods will actually lower your health **RISKS**.
- Smoking can take **YEARS** off your life. It is much safer for you to **QUIT** than to switch or smoke.

For full details, log onto: [www.starscientific.com](http://www.starscientific.com)

## ADVANCE<sup>TM</sup>

STAR is providing this series of information strips so adult consumers can make informed choices.



STAR wants you to KNOW about:

### Measuring TOXINS in Smoke

There are thousands of different tiny chemical particles in cigarette smoke. These can be measured. A smoking machine pulls cigarettes in a standard way. A filter pad traps the particles and a device collects the gases small enough to pass through the pad. The chemicals are then measured by other techniques.

Different smoking methods use different "settings" for how big the puffs are, how often they are taken, etc. The F.T.C. method has been in use for over thirty years and is used to get the "tar" and nicotine levels that are printed on cigarette ads.

**2082155758**

This method has been criticized for not "smoking" the way people actually smoke and coming up with unrealistically low numbers. For example, smokers sometimes block the tiny holes in some filter tips and this increases the amounts of tar and nicotine they actually get. The Massachusetts (MA) method blocks 50% of the filter holes and takes larger, more frequent puffs. The numbers it produces may be more realistic for smokers of "lights" and "ultra-lights."

over

## ADVANCE<sup>TM</sup>

STAR is providing this series of information strips so adult consumers have a sound basis for making informed choices.



**Star**

Star wants you to KNOW:

### **THERE IS NO SUCH THING AS A "SAFE" CIGARETTE!**

There are more than 4,000 different chemicals in cigarette smoke. About 40 of these are thought to be carcinogens (cancer-causing chemicals). Some of the non-carcinogens may play a role in causing lung damage or heart disease. Since most of the carcinogens are found in the "tar" part of the smoke, one approach to reducing the health hazards of smoking has been to lower tar.

For many years, tar levels have been measured by smoking each brand on a smoking machine. The settings on the

**2082155759**

machine (the size and number of puffs, etc.) were specified by the Federal Trade Commission and all cigarettes were smoked in the same manner.

By adding filters and putting tiny ventilation holes in the filters, cigarette makers developed many brands which tested as having reduced tar and nicotine even though the tobacco itself was relatively unchanged.

Because many smokers smoke to get nicotine, they tend

over

Back of  
"Measuring  
Toxins in  
Smoke"

The following Table shows SOME  
results of independent laboratory  
testing of ADVANCE using both the  
FTC and MA methods.

**2082155757**

INDEPENDENT LAB TESTS  
OF ADVANCE (AV) COMPARED  
TO THE AVERAGE OF THREE  
LEADING LIGHTS BRANDS (LL)

F.T.C. method			
Toxin	LL	AV	% ↑ or ↓
Tar <sup>a</sup>	10.7	9.8	↓ 8
Nicotine <sup>a</sup>	0.6	0.6	0
CO <sup>a</sup>	12.2	0.1	↓ 25

Massachusetts method			
Toxin	LL	AV	% ↑ or ↓
Tar <sup>a</sup>	22.7	20.8	↓ 8
Nicotine <sup>a</sup>	1.7	1.7	0
CO <sup>a</sup>	22.8	18.7	↓ 17
TSNA <sup>b</sup> (avg)	291.0	73.0	↓ 74
TSNA <sup>b</sup> (max)	133.7	30.2	↓ 77
TSNA <sup>b</sup> (min)	247.5	53.5	↓ 78
TSNA <sup>b</sup> (avg)	43.1	10.4	↓ 76
Total TSNA <sup>b</sup>	705.4	207.1	↓ 73
Acetol <sup>b</sup>	106.8	102.8	↓ 4
Formaldehyde <sup>b</sup>	55.1	61.2	↑ 11
Acetaldehyde <sup>b</sup>	1031.9	963.6	↓ 7
Glycerol <sup>b</sup>	78.6	55.5	↓ 30
Nickel <sup>b</sup>	7.3	7.7	↑ 5
Ammonia <sup>b</sup>	455.0	294.1	↓ 35
Unadsorbed pyrene <sup>c</sup>	20.0	10.4	↓ 48
Hydrogen Cyanide <sup>c</sup>	300.1	210.2	↓ 30

Units: a = mg/cig; b = µg/cig; c = µg/cig  
Table Values and %'s are rounded

↓ LOWER IN ADVANCE  
↑ HIGHER IN ADVANCE

ADVANCE uses tobacco cured in  
special STARCURE<sup>TM</sup> barns and a  
special charcoal filter. These steps  
lower total TSNA's by more than 70%  
and reduce SOME toxic gases com-  
pared to leading "light" brands.  
TSNA's are a group of potent cancer-  
causing chemicals.

It is not yet known if reducing  
TSNA's and other toxins will lower  
YOUR health risks.

**THERE IS NO SUCH THING  
AS A "SAFE" CIGARETTE.**

For more toxin data and other  
information, go to our website at:  
[www.starscientific.com](http://www.starscientific.com)  
and read the other information  
strips in this series.

PACK INSERT

15-0780B

Back of  
"There is no such  
thing as a safe  
Cigarette"

to smoke more intensely when  
smoking "lights" or "ultra-lights".

This "compensation" is  
achieved by taking bigger, deep-  
er, or more frequent puffs, or by  
having more cigarettes. As a  
result their exposure to toxins  
may not be really reduced. This  
is why "lights" and "ultra-lights"  
are NOT NOW viewed by health  
scientists as reliably less haz-  
ardous.

Using a different approach,  
STAR has actually reduced some  
toxins in the tobacco itself.

**2082155760**

ADVANCE cigarettes use  
tobacco cured in special STAR-  
CURE<sup>TM</sup> tobacco barns to pre-  
vent or reduce the formation of  
tobacco-specific nitrosamines  
(TSNA's), a group of potent  
cancer-causing chemicals in  
tobacco and tobacco smoke.

Total TSNA levels in  
ADVANCE are more than 70%  
lower than levels found in the  
leading "light" brands.

ADVANCE also uses a spe-  
cial charcoal filter to reduce  
SOME toxic gases in cigarette  
smoke.

**ALL SMOKED TOBACCO  
PRODUCTS ARE ADDICTIVE  
AND POSE SERIOUS  
HEALTH HAZARDS.**

It is not yet known if reduc-  
ing TSNA's and other toxins will  
lower YOUR health risks.

**IT IS STILL BETTER TO QUIT  
THAN TO SWITCH OR  
SMOKE.**

For more information,  
go to our website at:  
[www.starscientific.com](http://www.starscientific.com)  
and read the other information  
strips in this series.

PACK INSERT

15-0780A